

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

<u>Sales</u>		<u>Retail</u>	
1221		1222	
1222		1223	
1223	<u>5</u>	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240	<u>AE</u>		
1244	<u>JM,</u>	RSM	RBM

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

SEPTEMBER WINSTON BUY 2 PACKS GET 2 FREE LIGHTERS / #700649

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **1200** SKUs of Winston B2G2F Lighter Sleeves / Displays (item #527552) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON Brand Styles</u>	<u>Case Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>20</u>
12300-11906	Light Box	6M	<u>40</u>
12300-11012	Full Flavor	12M	<u>20</u>
12300-11212	FF Box	12M	<u>20</u>

Product PO # ER1959-01

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:

August 11, 1997

Premium Arrival (@ Consolidated):

August 14, 1997

Ship Date to Retail:

September 2, 1997

Lighters (Item #527552)

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

Product \$ Amount:

\$57,251.46

51847 2006

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2G2F Winston Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives 2 free Winston Lighters.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,240.00 (80 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

Enc: Wholesaler Packing Instructions
Winston Lighter Flyer
Retail Customer List

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Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

SEPTEMBER: WINSTON BUY 2 GET 2 LIGHTERS FREE / PROMOTION #700649

RETAIL DISTRIBUTION DATE: 9/2/97

RETAIL DISTRIBUTION DATE: 9/2/97				NUMBER OF DISPLAYS PER GROUP PER STATE											
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	
A-PLUS/ ATLANTIC/ SUNOCO	263	See List	345	1	2	22			3	5	80		229	3	
BP OIL	45	See List	145										145		
COASTAL MART	35	See List	38							9			29		
COOKS CONVENIENT	6	See List	9								9				
COUNTRY FAIR	70	See List	216								7	29	180		
CONV EXPRESS	5	See List	9								9				
EXPRESS MART	36	See List	41								41				
F.L. ROBERTS	16	See List	28	11		17									
KRAUSZERS	14	See List	34	34											
MANLEY'S	8	See List	11								11				
MOBIL / ON THE RUN	105	See List	113	15		24			12	10	45		4	3	
7/11 - HANDEE MART	24	See List	60				1					34	25		
7/11 - SOUTHLAND	25	See List	29	11	2		1		1	4	6		4		
SUGARCREEK	79	1	79								79				
SUNRISE FOODS	17	1	17								17				
INDEPENDENTS & SMALL CHAINS	23	See List	26			4	2		2	3	11		4		
TOTALS	771		1200	72	4	67	4	0	18	31	315	63	620	6	